



November 4, 1992

To: G. P. Buchas
G. B. Brown
J. H. Casey ✓
J. A. Miller
R. J. O'Rourke
F. J. DeJong

Copied to
DAWN
Ritz
LANNY
retained
11/9/92

G.N. KURUC, JR.
Chain Accounts Manager

400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
908-225-4774
Fax 908-417-9076

RE: Wakefern Food Corporation

Gentlemen:

Philip Morris Executive Management has made a major direct account/retail account presentation to Wakefern Food Corporation's Non Foods Group. In the next few weeks we have been asked to make a presentation. We are aware that there are a great number of rumors circulating with regard to Philip Morris merchandising receiving "preferential treatment", etc.

So that we may ascertain our current position with Shop Rite Members, and thereby formulate our presentation, I am asking that you take the time to fill out the attached information form on independent Wakefern members or member groups for which you are directly responsible.

In the interest of time, I would appreciate this information no later than Friday, November 13. → 11/11/92 to CJ DIVISION OFFICE

If you have any questions, please call me.

Best Regards,

NICK

G. N. Kuruc, Jr.
GK
M-2

cc: M. A. Young
J. P. Renahan
B. G. Norman, Jr.
NASA

"We work for smokers."

Wakefern Food Corporation
Shop Rite Information

RJR Division 1728

Member/Member Group CLINTON

Key Contact JASON COLALILLO Number of Stores 205 of 2

Cigarette Merchandising (place check marks where applicable):

Cartons: s/s nss ☒ RJR PM Own ☒

Low Cost: s/s nss ☒ RJR PM Own ☒

Packages: s/s ☒ nss RJR ☒ PM ☒

Promotional: RJR ☒ PM

Contracts (check appropriate information):

SS1 SCDP 1 SCDP 2

UPM ECD ☒ 1Z Spec.

Pref. Pres. TCMS s/s

Total Quarterly Payment \$ 495.00

Long Term Contracts (3 year)? yes no ☒

If yes, time remaining on current contract:

Please list any additional information regarding this members
understanding of Wakefern Food's merchandising position:

51849 9708

Wakefern Food Corporation
Shop Rite Information

RJR Division 1278

Member/Member Group FLEMINGTON

Key Contact JOSEPH COLALILLO Number of Stores 1 out of 2

Cigarette Merchandising (place check marks where applicable):

Cartons: s/s ☒ nss ☐ RJR ☒ PM ☐ Own ☐

Low Cost: s/s ☒ nss ☐ RJR ☒ PM ☐ Own ☐

Packages: s/s ☒ nss ☐ RJR ☒ PM ☒

Promotional: RJR ☒ PM ☒

Contracts (check appropriate information):

SS1 ☐ SCDP 1 ☐ SCDP 2 ☐ ^{SS1-V} VENUE LOAD ☒

UPM ☐ ECD ☒ 1Z ☐ Spec. ☐

Pref. Pres. ☐ TCMS s/s ☐

Total Quarterly Payment \$ 1323.00

Long Term Contracts (3 year)? yes ☐ no ☒

If yes, time remaining on current contract: _____

Please list any additional information regarding this members
understanding of Wakefern Food's merchandising position:

51849 9709

Wakefern Food Corporation
Shop Rite Information

RJR Division 1228

Member/Member Group Consolidated shoprite (2606-01

Key Contact George DeLorenzo Number of Stores 5

Cigarette Merchandising (place check marks where applicable):

Cartons: s/s X nss X RJR X PM Own

Low Cost: s/s X nss RJR PM Own

Packages: s/s X nss X RJR X PM

Promotional: RJR X PM

Contracts (check appropriate information):

SS1 X SCDP 1 X SCDP 2

UPM X ECD X 1Z Spec. X

Pref. Pres. TCMS s/s

Total Quarterly Payment \$ 3,702.00

Long Term Contracts (3 year)? yes no X

If yes, time remaining on current contract:

Please list any additional information regarding this members
understanding of Wakefern Food's merchandising position:

P.M. would like to place a

51849 9710

Wakefern Food Corporation
Shop Rite Information

RJR Division 1228

Member/Member Group Nonetco Shoprite (2750-00-00)

Key Contact Bob Corley Number of Stores 4 supermarkets

Cigarette Merchandising (place check marks where applicable):

Cartons: s/s X nss RJR X PM Own

Low Cost: s/s X nss RJR X PM Own

Packages: s/s nss X RJR PM NONE

Promotional: RJR PM NONE

Contracts (check appropriate information):

SS1 X SCDP 1 X SCDP 2 X

UPM ECD 1Z Spec.

Pref. Pres. TCMS s/s

Total Quarterly Payment \$ 2,529.00

Long Term Contracts (3 year)? yes X no

If yes, time remaining on current contract: 1 year 2 store 2 years
1 store

Please list any additional information regarding this members
understanding of Wakefern Food's merchandising position:

This group will NOT consider s/s Parks
at P.M. grade level presentation on racks
it was refused.

51849 9711

**Wakefern Food Corporation
Shop Rite Information**

RJR Division 1228

Member/Member Group

Solar Shoprite (Perth Amboy)

Key Contact

Dennis

Number of Stores

2 1 - Perth Amboy
1 - Other Telf.

Cigarette Merchandising (place check marks where applicable):

Cartons: s/s ☒ nss ☐ RJR ☒ PM ☒ Own ☐

Low Cost: s/s ☒ nss ☐ RJR ☒ PM ☒ Own ☐

Packages: s/s ☐ nss ☐ RJR ☐ PM ☐

Promotional: RJR ☐ PM ☐

Contracts (check appropriate information):

SS1 ☒ SCDP 1 ☒ SCDP 2 ☒

UPM ☐ ECD ☐ 1Z ☐ Spec. ☐

Pref. Pres. ☐ **TCMS s/s** ☐

Total Quarterly Payment \$ 1416

Long Term Contracts (3 year)? yes ☐ no ☒

If yes, time remaining on current contract: _____

**Please list any additional information regarding this members
understanding of Wakefern Food's merchandising position:**

Payments are being deleted do to insufficient merchandis on all
RJR contracts. (1)

51849 9712

Wakefern Food Corporation
Shop Rite Information

RJR Division 1228

Member/Member Group SITAA Shop-Rite (Contract store)

Key Contact John Sitar Number of Stores 2 stores; treated separately

Cigarette Merchandising (place check marks where applicable):

Cartons: s/s nss ☒ RJR PM Own

Low Cost: s/s nss ☒ RJR PM Own

Packages: s/s nss RJR PM Vending ☒

Promotional: RJR PM none

Contracts (check appropriate information):

SS1 SCDP 1 SCDP 2 none

UPM ECD 1Z Spec. none

Pref. Pres. TCMS s/s

Total Quarterly Payment \$ 0

Long Term Contracts (3 year)? yes no ☒

If yes, time remaining on current contract:

Please list any additional information regarding this members
understanding of Wakefern Food's merchandising position:

Presentation for s/s is pending.

51849 9713